

The American Management Association Presents the
Approved For Release 2001/08/09 : CIA-RDP86-00244R000200300002-0
Business Equipment Manufacturers Association's
12th Annual Management Conference:

Business-Minded Management in a Systems Environment

October 27-29, 1970
Americana Hotel
New York City



plus 3 one-day AMA Briefing Sessions on:
PLANNING AND MANAGING OPTICAL CHARACTER RECOGNITION SYSTEMS
VITAL ISSUES IN OFFICE SECURITY TODAY
GETTING THE MOST OUT OF YOUR TELECOMMUNICATIONS DOLLAR

Now for the first time **Approved For Release 2001/08/09 : CIA-RDP86-00244R000200300002-0**
The American Management Association and The Business Equipment Manufacturer's Association join in presenting a Conference of critical importance today:

The Subject:

BUSINESS-MINDED MANAGEMENT IN A SYSTEMS ENVIRONMENT

Keynoting this Conference, Dr. Robert Weinberg, Vice-President, Long-Range Planning of Anheuser-Busch,

Inc. will examine the question on the minds of so many of today's most enlightened chief executives:

Why hasn't the manager of the seventies been able to understand the informational needs of his organization . . . pinpoint them . . . and transform those needs into the kind of problem that can be solved through the application of computer technology?

The Issues:

More than forty of the country's leading authorities will assemble to give you a chance to examine major areas of progress, growth and decision in eleven BEMA Concurrent Sessions — spread over three mornings to offer you specific coverage, grounded in the areas of your own indicated interests and providing an ideal introduction to BEMA's 12th Annual Exposition, running at the Coliseum all week:

1. THE IMPACT OF REMOTE COMPUTING

Remote computing is one of the most exciting developments in EDP technology. Find out what it means to you in terms of:

- time-sharing
- multi-programming capabilities

At this Session you'll also explore the potential of the "mini-computer" . . .

2. EXECUTIVE REVIEW OF THE LATEST EDP DEVELOPMENTS

Here you and other corporate executives will cover the latest advancements in the field of computer technology — what they are and how they'll affect you — including:

- new developments in hardware
- the new peripherals—remote storage, multi-programming, mini-programming
- planning MI systems today

3. THE PHYSICAL ENVIRONMENT FOR EFFECTIVE MANAGEMENT OF INFORMATION

A well-run Management Information Center is an invaluable aid to the decision-makers in your company.

Find out how to set up the kind of information center that gives you the accurate data control in a physical environment designed to ease the job of top management

4. IMPROVING THE QUALITY OF LIVING IN THE OFFICE ENVIRONMENT

The right kind of office layout and design can actually increase employee productivity . . . reduce psychological pressure and strain.

This Session will show you just what goes into the making of a "dynamic office."

5. THE NEW VIEW OF THE EDP PROFESSIONAL

Today, more than ever before, management is taking a hard look at the EDP manager.

- What kind of status can he look forward to?
- How big should his department be?
- What should management expect of him now — and in the future?

6. THE EDP MANAGER'S RESPONSIBILITY FOR INFORMATION HANDLING

Two of the biggest developments in information systems are Optical Character Recognition Systems and microfilm.

Learn what they can do for your particular business as a possible solution to your input/output problems . . . find out about standards and documentation.

7. GETTING THE MOST OUT OF YOUR COMPUTER FACILITIES

Do you have bottlenecks in your EDP operations — in spite of all that costly machinery?

Find out where the problems lie. Is the solution more computer — or better utilization of the equipment you have?

8. EFFECTIVE INFORMATION HANDLING WITH NON-COMPUTER SYSTEMS

What are the pros and cons of:

- Microfilm?
- Specialized Forms?
- Semi-Automatic Information Storage and Retrieval?

Learn what kinds of business equipment the Federal government is using in its operations.

9. MANAGEMENT'S OBLIGATION FOR SAFEGUARDING, CORRECTING AND UP-DATING STORED DATA

How badly off would your company be if your data were sabotaged, destroyed by fire, stolen or lost?

What kinds of measures should you take to secure your data — as well as keep it up-to-date and correct?

10. STREAMLINING OFFICE OPERATIONS

Almost every office could be tightened up for speedier, more economical operations.

Find out:

- How to develop a systems approach to day-to-day operations
- How to use office forms more effectively
- How to manage your mail and messenger services and your teleprocessing facilities

11. REPROGRAPHICS — LOW-COST, HIGH-SPEED PRINTED COMMUNICATIONS

At this Session you'll explore ways to control copiers and copy costs . . . and examine the various techniques of low-cost, high-speed reproduction.

A special part of the Session will be a management problem-solving clinic.

On the Monday before the Conference begins, AMA is running 3 timely Briefing Sessions which deal with office security, managing the telecommunications function and the latest developments in Optical Character Recognition systems. They are described on the next three pages of this booklet.

Check the inside back cover for information on how to register for the sessions of your choice at the BEMA Conference or at the AMA Briefing Sessions.

Free admission tickets are included to BEMA's 12th Annual Business Exposition, October 26-30, 1970, at the New York Collseum. No one under 19 admitted.

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FULL-DAY AMA BRIEFING

Approved For Release 2001/08/09 : CIA-RDP86-00244R000200300002-0
#12328-01 / Monday October 26, 1970

Your Company's Voice and Message Services — Are They As Efficient As They Should Be? ... As Inexpensive As They Can Be?

The fact is, the more carefully you choose and organize your telecommunications services, the more you save — in both minutes and dollars.

Now is the time to look at all these possible services — and the pros and cons of each:

■ **WATS** — Does your company do enough long distance business to make it economical? What types of WATS service are available ... How do you set up the circuits?

■ **Rented Telephone Systems** — Are they cheaper in the long run? What about maintaining the system ... and how do you cope with possible storage problems?

■ **Written Wire Communication** — What are the differences between Western Union's Telex and Bell's TWX network? Would it be profitable — and feasible — to use some of the newer Western Union services like the infocom, mailgram and Hot Line programs?

To give you practical answers to questions like these, outstanding executives with wide experience in the telecommunications field will come together at a new one-day American Management Association Briefing Session called ...

GETTING THE MOST OUT OF YOUR TELECOMMUNICATIONS DOLLAR.

Here you'll take a close look at the types of voice and message services that could save you money ... speed up your business communications.

You'll explore:

■ How to take advantage of the new long distance telephone rates ... the special "economy" rules your company can apply to long distance calls

■ How to control message unit expenses

■ How to plan your telephone system ... and decide whether you should rent your own equipment

■ How to take advantage of the latest developments in data communications

■ How to organize your international communications program

Check the outline carefully — then plan to register a team of executives from your company for a coordinated approach to improved telecommunications management.

You can register with the clip-out card. Or, for immediate confirmation of your reservations, just wire or phone AMA's Registrar in New York City.

GETTING THE MOST OUT OF YOUR TELECOMMUNICATIONS DOLLAR

Barbizon-Plaza Hotel, New York City

Meeting starts Monday: 9:00 a.m.

Chairman:

FRANK GRIESINGER
President
Frank Griesinger &
Associates, Inc.
Cleveland, Ohio

Guest Speakers:

NORMAN BRUST
*Vice-President &
Director of Marketing*
World Wide ITT
New York, N. Y.

ROBERT EISEMAN
*Operations &
Purchasing Manager*
Landmark Supply
Division
Howard Johnson
Braintree, Mass.

ANDREW BASS
*Director, Bureau of
the Budget and
Independent
Communication
Consultant*
Cleveland City
Government
Cleveland, Ohio

BRIEFING OUTLINE

I. U.S. MAIL — WHEN SHOULD YOU USE MAIL AND WHEN SHOULD YOU USE AN EXPENSIVE VOICE OR WIRE CIRCUIT?

- What Is the Current Situation on Air Mail?
- Is First Class Mail Just as Fast?

II. TELEPHONE AND TELEGRAPH TARIFFS

- How to Analyze Tariffs so You Can Determine Your Alternatives in Planning Telephone Equipment and Systems
- How to Find Out About Proposed Changes in Telephone Tariffs Which May Increase Your Cost

III. LONG DISTANCE TELEPHONE CALLS

- How to Take Advantage of the New Rate Schedules Which Became Effective in 1970
- Types of Calls — Calling Periods
- Special Rules Applicable to Long Distance Calls
- Intra-State Rates vs. Inter-State Rates

IV. WIDE AREA TELEPHONE SERVICE (WATS)

- Types of WATS Service
- How to Design Proper WATS Configurations
- How to Control Use of WATS to Insure Maximum Economy

V. CONTROLLING MESSAGE UNIT EXPENSE

How to Restrict Telephones and Educate Users on This Expense Item

VI. INTER-CONNECTION

- Should You Purchase Your Telephone System or Rent It?
- Should You Purchase Units of Equipment To Be Used in Connection with Rented Telephone Equipment?
- What About Purchased Equipment Connected to Written Wire Circuits?

VII. PLANNING TELEPHONE SYSTEMS

- Manual Switchboards and Systems — Dial Switchboards and Systems
- Package Dial Systems
- CENTREX — The Various Types of Centrex and Equipment Alternatives
- What Type of Switchboard Will Best Serve Your System?
- How Can We Plan Key-Systems For Maximum Economy?
- What About Automatic Dialers? ... Touch Tone Telephones? ... Hands-Free Telephones? ... Similar Equipment?

VIII. DATA COMMUNICATION

- What Are Current Developments in Computer Remote Terminals?
- Should You Investigate Facsimile Equipment?
- Can You Secure Interface Equipment from Suppliers Other Than the Telephone Company?

IX. WRITTEN WIRE COMMUNICATION

- Should You Be Using Western Union Telegrams?
- What is the New Western Union Mailgram Program?
- What Are the Advantages and Disadvantages of Western Union TELEX, as Compared to the Bell System TWX Network?
- Should You Be Looking into Special Services Like Western Union's INFOCOM, the Western Union Hot Line, and Broad Band Circuits?

X. INTERNATIONAL COMMUNICATION

- What Are the New Rates and Rules Applicable to International Cables, International Telex and Leased Circuits to Foreign Countries?
- How Can You Organize Your International Communications for Maximum Economy and Speed?

FULL-DAY AMA BRIEFING

Approved For Release 2001/08/09 : CIA-RDP86-00244R000200300002-0

#6378-02 / Monday, October 26, 1970

Could an Optical Character Recognition System Be the Answer to Your Input Problems?

It is for many companies, for these reasons:

- OCR costs are coming down
- OCR can handle huge volumes of uniform data at high speeds
- OCR cuts down on the need for skilled keypunch operators
- OCR doesn't require extra input preparation cycles

Sound good? Recent developments in the field have made the system even better:

- Font standardization is heightening money-saving productivity
- New page readers are making it possible to read *any* document
- Paper handling, printing and scanning problems are easing off

To give you a realistic appraisal of OCR today — its potential for your company *and* the pitfalls — the American Management Association has structured an up-to-the-minute Briefing Session . . .

PLANNING AND MANAGING OPTICAL CHARACTER RECOGNITION SYSTEMS

Speakers will discuss:

- What kinds of peripheral equipment you'll need — and price trends
- Systems versatility — both today and tomorrow
- The probable cost of installation and maintenance

And you'll go into the technicalities of the OCR conversion — new programming requirements, the preparation of input, and types of input controls.

In addition, you'll be able to see, through actual case studies, how companies like yours are using OCR economically.

Team attendance is recommended.

To register for this comprehensive meeting, just fill out and return the clip-out card. Or, you can wire or phone AMA's Registrar in New York City.

PLANNING AND MANAGING OPTICAL CHARACTER RECOGNITION SYSTEMS

Barbizon-Plaza Hotel, New York City

Meeting starts Monday: 9:00 a.m.

Co-Chairmen:

ELINOR GEBREMEDHIN
Associate Editor
Data Handling Reports
Auerbach Info, Inc.
Philadelphia, Pa.

BURNETT G. ANDERSON
Director of ADP
Management
U.S. Post Office
Department
Washington, D. C.

SAMUEL B. HARVEY
Manager of Corporate
Systems
The Singer Co.
New York, N. Y.

Guest Speakers:

EDWARD W. COLBOURN
Sales Division Manager
Eastern Division
Moore Business
Forms, Inc.
Niagara Falls, N. Y.

GEORGE P. LUKENS
Associate Systems
Director
The Travelers
Insurance Co.
Hartford, Conn.

SEYMOUR R. ROSEN
Assistant Vice-President
Technical Support Unit
First National City Bank
New York, N. Y.

BARRY J. KEAGY
Associate Director
Quantum Science Corp.
Hartsdale, N. Y.

WILLIAM TORPEY
Director, Plans &
Resource Management
Office of Automatic Data
Processing
U.S. Post Office
Department
Washington, D. C.

JOHN K. LEE, JR.
Product Marketing
Manager, OCR
International Business
Machines Corp.
Rochester, Minn.

BRIEFING OUTLINE

I. A SURVEY OF OCR: THE TRENDS AND DEVELOPMENTS EFFECTING BROADER USE

II. DETERMINING THE FEASIBILITY OF OCR

- A. Recognition and Statement of Problem
- B. Evaluation of Alternatives
- C. Current and Potential Applications: What Can and Cannot Be Expected
- D. Cost Factors: Installation, Training and Maintenance

III. CREDIBILITY OF OCR TECHNOLOGY

- A. Specification Restraints
- B. Trends in Equipment
- C. Price Trends

IV. PAPER SPECIFICATIONS, FORM DESIGN AND CONTROL

- A. Standardization of Forms
- B. Determining Feasible Paper Tolerances
- C. Creating a Functional Form

V. CONVERSION, IMPLEMENTATION AND MANAGEMENT OF AN OCR SYSTEM

- A. Establishing Controls
- B. Preparation of Input
- C. New Programming Requirements

VI. EVALUATING THE UTILIZATION OF OCR

- A. Quality and Control vs. Cost
- B. Versatility of the OCR System
- C. Benefits and Reliability

VII. FUTURE PROJECTIONS: OCR UTILIZATION AND ECONOMICS

VIII. DEVELOPMENT OF OUTLINE MATERIAL THROUGH CASE STUDIES

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FULL-DAY AMA BRIEFING

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#12325-01 / Monday, October 26, 1970

■ 3,300 companies had bomb threats last year. In the first half of 1970 6,000 companies were threatened.

■ The number of actual bombings so far this year is more than twice the number in the past eight years.

■ It is estimated that annual losses from theft of trade secrets amount to several billion dollars.

■ The *Journal of Commerce* reports that "trusted" employees walk off with \$5 million worth of company property every day.

IS YOUR COMPANY ALREADY A STATISTIC? ARE YOU AFRAID IT MIGHT BECOME ONE?

Of course you know where the big trouble spots are — and you have them covered.

But in these days of large corporate growth, high employee turnover, and social unrest, there might be some security leaks you haven't discovered yet.

For example:

■ Does your location make you a sitting duck for riots or demonstrations? If so, are you prepared to handle them?

■ Does your company image make you a tempting target for potentially violent protestors?

■ Does the arrangement of office space create opportunities for pilfering?

■ Does your office set-up invite industrial espionage? Would it be noticed right away if a blueprint, marketing plan or statistical report got into the wrong hands, or in sight of an unauthorized person?

■ How secure is your computer installation against bombing attacks? Could it survive?

You can explore these questions *and more*, and find out how to tighten your security program, at a special American Management Association Briefing Session . . .

VITAL ISSUES IN OFFICE SECURITY TODAY

Here you'll explore the most modern approaches to security — programs that involve executives throughout the company, not just the security specialists.

You'll discuss ways of gearing a system to loss-prevention, not merely recovering losses after the fact.

- how to make employees more security conscious
- how to prepare your company to act effectively in case of a riot or bomb scare
- the pros and cons of an electronic security system.

Team attendance is recommended for a unified approach to the problem.

To register for this timely meeting, just fill out and return the clip-out card. Or, you can wire or phone AMA's Registrar in New York City.

VITAL ISSUES IN OFFICE SECURITY

CL-RDP86-00244R000200300002-0
TODAY

Barbizon-Plaza Hotel, New York City

Meeting starts Monday 9:00 a.m.

Chairman:

TIMOTHY WALSH
Vice-President
Harris & Harris
New Rochelle, N. Y.

Guest Speakers:

TIMOTHY J. O'CONNOR
Manager, Loss Prevention
Metropolitan Life Insurance Co.
New York, N. Y.

ROY L. WESLEY
Security Specialist
Grumman Aerospace Corp.
Bethpage, N. Y.

BRIEFING OUTLINE

I. CONTROL OF OFFICE AREA ACCESS

A. Personnel Identification

1. Personal identity documents
2. Company badges and passes
3. Visitor registration and escort

B. Entry Control

1. Guards and receptionists
2. Locks during absence of supervision
3. Alarms for detection of unauthorized entry
4. Area surveillance by film record or remote observation

II. PERSONNEL SECURITY

A. Employees

1. Background investigation
2. Security briefing of new employees
3. Security, patent, non-competition agreements; employee pledges
4. Periodic refresher indoctrination
5. Accountability records
6. Termination check-out and de-briefing

B. Non-Employees

1. Agreements for observations of security program
2. Limited background check
3. Indoctrination

III. BOMB AND RIOT SECURITY

A. Organization and Communication Links within the Company

1. Assigning evacuation decision responsibility
2. Forming the security network committee

B. Guidelines Available through Police and Fire Departments

1. Pre-planning
2. Procedures when under actual threat

C. How Does Your Company Look To The Bomber? The Demonstrator?

IV. THEFT AND PILFERAGE PREVENTION

A. Vulnerability

B. Countermeasures

1. Desks and file cabinet locks
2. Cash registers and safe files
3. Property passes

V. SECURITY SYSTEMS PLANNING

A. The Over-All Approach

B. Assessment of Vulnerability

C. Improvement of Existing Facility

D. Planning for New Facilities

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BEMA CONFERENCE - CONCURRENT SESSIONS

Tuesday, October 27, 1970 / 9:00 a.m. - 12:00
Approved For Release 2001/08/09 : CIA-RDP86-00244R000200300002-0

Conference Theme — Business-Minded Management in a Systems Environment

Conference Chairman:

C. MATHEWS DICK, JR.
President
BEMA
Washington, D. C.

Keynote Address:

HAS TOP MANAGEMENT FAILED THE COMPUTER?

Keynote Speaker:

DR. ROBERT WEINBERG
Vice-President,
Long-Range Planning
Anheuser-Busch Inc.
St. Louis, Mo.

SESSION 1. THE IMPACT OF REMOTE COMPUTING

Chairman:

JOSEPH F. CUNNINGHAM
Deputy Director — General
Government Management
Bureau of the Budget
Washington, D. C.

Pros and Cons of Centralized Vs. Decentralized Systems

FELIX KAUFMAN
National Director
Management Consulting Services
Lybrand, Ross Bros. &
Montgomery
New York, N. Y.

Time-Sharing Today and Tomorrow

ROBERT F. GUISE, JR.
President
Com-Share Inc.
Ann Arbor, Mich.

Mini-Computers in the Seventies

DONALD P. KENNEY
Program Manager — Data
Acquisitions
Mobil Oil Co.
New York, N. Y.

SESSION 2. EXECUTIVE REVIEW OF THE LATEST EDP DEVELOPMENTS

Chairman:

PATRICK J. MC GOVERN
President
International Data Corp.
Newtonville, Mass.

Hardware Developments and Their Impact on Management

WARREN PYLES
Director
Diebold Research Program
Diebold Group, Inc.
New York, N. Y.

Software Developments

GEORGE M. BROOKS
President
Synergistic Software
Systems, Inc.
Houston, Tex.

Planning Computer-Based Management Information Systems Today

M. H. SCHWARTZ
Assistant Controller for
Information Systems
Atomic Energy Commission
Washington, D. C.

SESSION 3. THE PHYSICAL ENVIRONMENT FOR EFFECTIVE MANAGEMENT OF INFORMATION

Chairman:

ROBERT FRANCIS
Manager, Corporate Services
AMF Co.
New York, N. Y.

The Information Control Center

W. ROBERT WIDENER
President
Information Management
Facilities, Inc.
New York, N. Y.

One Company's Executive Information Center — A Case Study

ROBERT FRANCIS

The Chief Operating Officer's Office in a Modern Office Environment

LAWRENCE LERNER
President
Saphier, Lerner & Schindler
Environetics, Inc.
New York, N. Y.

SESSION 4. IMPROVING THE QUALITY OF LIVING IN THE OFFICE ENVIRONMENT

Chairman:

DIETER JAEGER
Partner
Quickborner Team
Millburn, N. J.

Reducing the Annoyance Factors to Obtain Optimal Office Productivity

ROBERT A. HANSEN
President
Robert A. Hansen Associates
New York, N. Y.

The Dynamic Office Concept — The Office as a Living Flexible Tool and Not a Fixture

DIETER JAEGER

Relieving Psychological Stresses and Pressures in The Modern Office Environment

DR. WILLIAM REYNOLDS
Associate Professor
Queens College of The City
University of New York
Flushing, N. Y.

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BEMA CONFERENCE - CONCURRENT SESSIONS

Approved For Release 2001/08/09 : CIA-RDP86-00244R000200300002-0
Wednesday, October 28, 1970 / 9:00 a.m.-12:00

Conference Theme — Business-Minded Management in a Systems Environment

SESSION 5. THE NEW VIEW OF THE EDP PROFESSIONAL

Chairman:

GILBERT M. FITZGERALD
Vice-President
Tenneco, Inc.
Houston, Tex.

Present and Future Status of the EDP Manager in the
Corporate Organization

WALTER J. SCHROEDER
Principal
A. T. Kearney & Co., Inc.
Chicago, Ill.

Top Management Expectations of the EDP Function
and Its Manager

PETER G. SCOTese
President
Spring Mills Inc.
New York, N. Y.

Compensation and Manpower Requirements

ARNOLD KELLER
Editor — Publisher
BUSINESS AUTOMATION MAGAZINE
Elmhurst, Ill.

SESSION 6. THE EDP MANAGER'S RESPONSIBILITY FOR INFORMATION HANDLING

Chairman:

JACOB RABINOW
Vice-President
Rabinow Laboratory
Control Data Corp.
Rockville, Md.

OCR — The State of the Art

JACOB RABINOW

Output Miniaturization: Computer Output Microfilm
Systems

AL CLARKE
District Sales Manager
Stromberg Datagraphix, Inc.
New York, N. Y.

OCR — Computer and Microfilm

ISRAEL SCHEINBERG
Senior Vice-President
Recognition Equipment Inc.
Dallas, Tex.

Standards and Documentation

DR. JOSEPH HARRISON
Chief, Office of Information
Processing Standards
Center for Computer Science &
Technology
National Bureau of Standards
Washington, D. C.

SESSION 7. GETTING THE MOST OUT OF YOUR COMPUTER FACILITIES

Chairman:

MICHAEL SAMEK
Director of Management
Services
Celanese Corp.
New York, N. Y.

The No-Nonsense Management of EDP Facilities

MICHAEL SAMEK

Capacity Expansion Vs. More Efficient Utilization

JOHN R. YOUNGS
Vice-President
A. C. Israel Commodity Co., Inc.
New York, N. Y.

The Effective Use of Non-Computer Storage Systems
with the Computer System

FRANK S. POWELL
President
Northwest Computer Services, Inc.
Minneapolis, Minn.

SESSION 8. EFFECTIVE INFORMATION HANDLING WITH NON-COMPUTER SYSTEMS

Co-Chairmen:

HAROLD SALISBURY
President, Export Co.
Victor Comptometer Corp.
Chicago, Ill.

JOSEPH KISH
Vice-President
Iron Mountain Security
Storage Corp.
New York, N. Y.

Semi-Automatic Information Storage and Retrieval
JOSEPH KISH

Case Study: The Use of a Specialized Forms Systems
Approach

WILLIAM W. WENEK
*Procedures, Forms &
Records Manager*
E. R. Squibb & Sons, Inc.
New York, N. Y.

JOHN F. CHARTIER
Forms & Records Supervisor
E. R. Squibb & Sons, Inc.
New York, N. Y.

Trends in the Use of Business Equipment in the Federal
Government

ARTEL RICKS
*Director, Paperwork Standards
& Automation Division*
National Archives & Records Services
General Services Administration
Washington, D. C.

Modern Applications and Uses of Microfilm

DR. DAVID R. WOLF
Yerkes-Wolf Associates
Annapolis, Md.

MANAGEMENT LUNCHEON 1:00 P.M.
The National Economy And The Consumer
Of The Seventies

Luncheon Speaker:

MARTIN R. GAINSBURGH
Senior Vice-President & Chief
Economist
The National Industrial
Conference Board
New York, N. Y.

BEMA CONFERENCE — CONCURRENT SESSIONS

Thursday, October 29, 1970 / 9:00 a.m. - 12:00
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Conference Theme — Business-Minded Management in a Systems Environment

SESSION 9. MANAGEMENT'S OBLIGATION FOR SAFEGUARDING, CORRECTING AND UP-DATING STORED DATA

Chairman:

P. ADGER WILLIAMS
Vice-President
Travelers Insurance Co.
Hartford, Conn.

Physical Security Arrangements

DR. BRANDT R. ALLEN
Assistant Professor
Harvard Business School
Soldiers Field
Boston, Mass.

Establishing Policies and Practices

JACK P. THOMPSON
Director, Management
Information Services
Hoffman-LaRoche, Inc.
Nutley, N. J.

Monitoring Results

EDWARD A. SCHEFER
Partner-in-Charge
EDP Division
Arthur Andersen & Co.
New York, N. Y.

SESSION 10. STREAMLINING OFFICE OPERATIONS

Chairman:

MAX A. BUTTERFIELD
Consultant in ADP
Department of Human Resources
District of Columbia Government
Washington, D. C.

Tangible Savings Through Effective Forms Control

MAX A. BUTTERFIELD

Developing a Systems Approach to Routine Office
Operations

ROBERT A. SHIFF
President
Naremc Services Inc.
Management Consultants
New York, N. Y.

A Hard Look at Effectively Managing Internal
Communications Operations

MICHAEL D. O'KEEFFE
Manager, Office Services
& Purchasing
Time & Life, Inc.
New York, N. Y.

JOHN F. STRIKER
Manager of Communications
Time & Life, Inc.
New York, N. Y.

SESSION 11. REPROGRAPHICS — LOW-COST HIGH-SPEED PRINTED COMMUNICATIONS

Chairman:

ARCH MACREADY
Editorial Director
BUSINESS GRAPHICS
Chicago, Ill.

Controlling Copiers and Copy Costs

JOHN L. RAMSEY
Supervisor, Duplicating Services
Lederle Laboratories
American Cyanamid Corp.
Pearl River, N. Y.

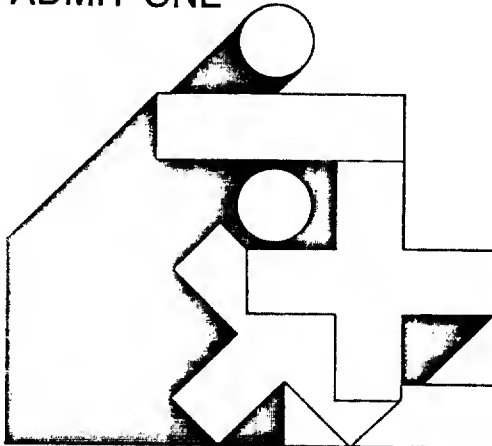
Techniques for Low-Cost, High-Speed Reproduction

EDWARD W. MEYERS
Manager, Visual & Reproduction
Services Division
The Port of New York
Authority
New York, N. Y.

Management Problem-Solving Clinic

ROBERT J. MC ELWREATH, JR.
Manager, Office Services
Raymond International, Inc.
New York, N. Y.

ADMIT ONE



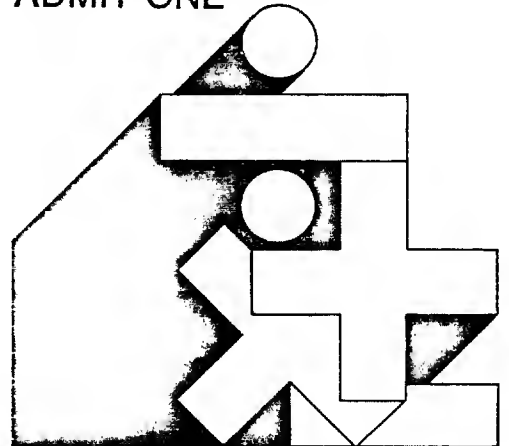
12th Annual
**BUSINESS
EQUIPMENT
EXPOSITION**

New York Coliseum
October 26-27-28-29-30, 1970
12 Noon to 9 PM,
Friday to 6 PM

bema

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ADMIT ONE



12th Annual
**BUSINESS
EQUIPMENT
EXPOSITION**

New York Coliseum
October 26-27-28-29-30, 1970
12 Noon to 9 PM,
Friday to 6 PM

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REGISTRATION FORM

(This is your ticket of admission)

Fill in card completely. Use typewriter only. Handwritten or incomplete cards subject to delay. **DO NOT MAIL CARD.**
Present at the entrance to the exposition.

NAME _____

TITLE _____

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

TITLE (circle only one)

- 01 Owner, corporate officer, director, partner
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06 Clerical personnel, bookkeeper, secretary, stenographer
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| 05 Paper/paper products | 17 Insurance |
| 06 Petroleum/coal/rubber | 18 Investment |
| 07 Primary/fabricated metal | 19 Mining/construction |
| 08 Printing/publishing | 20 Professional services |
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Registration Information

Attendance at the BEMA Conference and the AMA Briefing Sessions is open to non-members as well as members of the American Management Association.

To register, just fill in the clip-out card and mail to Conference Registrar, American Management Association, Inc., 135 West 50th Street, New York, New York 10020.

Registrations cancelled later than two weeks before the meeting are subject to a \$25 service charge. Registrants whose applications have been confirmed and who fail to attend the meeting, are liable for the entire fee unless they request the Registrar prior to the meeting to cancel their reservations.

Hotel Accommodations — AMA does not arrange hotel reservations. However, both the Barbizon-Plaza and the Americana Hotels will hold a limited number of rooms for registrants. If you wish to take advantage of this service, you should act promptly to be sure of accommodations. Please communicate with the Barbizon-Plaza Hotel

or the Americana Hotel directly for reservations, mentioning AMA or the BEMA Conference to assure preferred treatment.

REGISTRATION FEES — (Please make all checks payable to AMERICAN MANAGEMENT ASSOCIATION.)

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Each single day\$35.00
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